

From: Dietrich Schmitt <dschmitt@nwifc.org>
Sent time: 04/04/2016 04:35:45 PM
To: Chang, Lisa
Cc: Rachel Norman <rnorman@nwifc.org>
Subject: FW: Social Media Mockups
Attachments: Whats Upstream - Mockups.pdf

Attached is mockup of Swinomish's Tribes facebook presence. This is consistent w/ task 2 of the FY 14 workplan. Larry is also still considering a [change.org](#) presence. He feels it is consistent with task 2 as well. I explained to him that it has the appearance of lobbying, but once delving into the way he is using it (no specific ballot initiative) to refer interested parties to What's Upstream it be could construed as another outlet for a web media presence. I have told him the EPA has not made its final judgement on how they view [change.org](#) relative to the workplan (for instance you may believe that it is a new task), so moving forward could be problematic in terms of allowed costs.

I will let you know if either of these websites goes live.

I still have not received a response on the What's Upstream development costs.

Dietrich

From: Larry Wasserman [mailto:lwasserman@swinomish.nsn.us]

Sent: Monday, April 4, 2016 9:05 AM

To: Dietrich Schmitt <dschmitt@nwifc.org>

Subject: FW: Social Media Mockups

Larry Wasserman

Environmental Policy Director

11404 Moorage Way

LaConner, WA 98257

360-466-7250

From: Matt Davidson [mailto:mattd@strategies360.com]

Sent: Friday, April 01, 2016 5:21 PM

To: Larry Wasserman <lwasserman@swinomish.nsn.us>

Cc: Jeff Reading <jeffr@strategies360.com>

Subject: RE: Social Media Mockups

Hi Larry,

I wanted to send you the attached mockups for your review. If you approve of this creative, we can get the social media campaign live ASAP. Just let me know.


Thanks,


Matt D.



Matt Davidson
Senior Vice President
Digital Marketing Group
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